

# Indian Country Tourism Region

## Timeline

### FY17

- May – Senate Bill 309 signed by Governor Bullock

### FY18

- October – Meeting and signing of MOU between STEDC and TAC
- December – Initial disbursement of bed tax collections to Indian Tourism Region
- April – Carla Lott hired as first Tribal Tourism Officer (funded via Commerce)

### FY19

- February – Carla Lott resigns
- March – *Montana: Explore Indian Country* guidebook released
- June – Dan Iverson hired as second Tribal Tourism Officer

### FY20

- February – *Tribal Tourism Montana Strategic Plan, FY20–21* released

## Guidebook Distribution (Bulk + Individual Requests) to Date

FY19			FY20							
Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
22,494	365	1,447	791	581	565	1,055	396	6	240	1,605

**TOTAL:** 29,545 of 92,500 (plus digital downloads of 4,158)

## Bed Tax Collections, 2018–19\*

County	2018	2019	% Change
Big Horn	\$181,248	\$175,078	-3%
Glacier	\$810,780	\$878,530	+8%
Roosevelt	\$58,634	\$61,094	+4%
Blaine	\$13,546	\$14,708	+9%
Rosebud	\$64,492	\$76,316	+18%
Lake	\$330,001	\$334,518	+1%
Hill	\$236,530	\$235,061	-1%
Chouteau	\$33,100	\$32,915	-1%
Pondera	\$27,421	\$29,710	+8%
Phillips	\$59,125	\$54,324	-8%
Valley	\$174,747	\$168,511	-4%

\*Represents the 11 counties with a percentage of American Indian population greater than or equal to the state average.



## Summary of Indian Country Marketing Campaigns to Date (March 6, 2020)

Fiscal Year	Title/Description	Key Performance Indicators
FY18	<b>Paid Facebook Awareness Campaign</b> Video and carousel units. Drove traffic to Indian Country page on VISITMT.COM.	<ul style="list-style-type: none"> <li>• 850,000 impressions</li> <li>• 178,000 video views</li> <li>• 6,500+ clicks</li> </ul>
FY18	<b>Historical Landmarks Facebook Canvas</b> Facebook Canvas ad promoting historical landmarks and activities across the state. Canvas featured three Indian Country topics.	<ul style="list-style-type: none"> <li>• 2.8 million impressions</li> <li>• 537,000 video views</li> <li>• 28,000+ clicks</li> <li>• 16,739 reactions</li> </ul>
FY18	<b>Crow Fair Facebook Live Event</b> Visit Montana (in partnership with the Crow Tribe) gave Facebook fans the opportunity to experience the 100th Crow Fair.	<ul style="list-style-type: none"> <li>• 2.8 million impressions</li> <li>• 962,000 video views</li> <li>• 5,000+ reactions</li> </ul>
FY18	<b>Joint Venture Program – National Geographic</b> Digital ads ran on National Geographic. Included multiple banner ad sizes and video.	<ul style="list-style-type: none"> <li>• 1.9 million impressions</li> <li>• 5,582 clicks</li> </ul>
FY18	<b>From Powwows to Battlefields PR Newswire Release</b> Release featured: 100th Anniversary of Crow Fair, Rocky Boy's Annual Powwow, Nez Perce National Historic Trail, Battle of Little Bighorn Reenactment.	<ul style="list-style-type: none"> <li>• 82.2 million impressions</li> <li>• 240 total pickups</li> <li>• 10 engagements</li> </ul>
FY18	<b>Video Episode: Racing with Tradition</b> Sarah Munjal travels to Montana with her three children to see Indian Relay. Footage included the Indian Relay championships in Billings and tribal leaders discussing the Native American history of Montana, Billings and Rimrocks	Content production only; see associated promotions below
FY18	<b>Video Episode Paid Facebook Ads</b>	<ul style="list-style-type: none"> <li>• 4,677,371 impressions</li> <li>• 986,053 video views</li> <li>• 13,846 clicks</li> </ul>
FY18	<b>Video Episode Earned Media Promotion</b>	<ul style="list-style-type: none"> <li>• PR Newswire release:</li> <li>• 79,986,501 impressions</li> <li>• Blog sponsorship (Y Travel):</li> <li>• 1 million+ impressions</li> </ul>



## Summary of Indian Country Marketing Campaigns to Date (March 6, 2020)

FY19	<b>Joint Venture Campaign – Digital</b> Banner ad campaign with Sojern.	<ul style="list-style-type: none"> <li>• 3.5 million+ impressions</li> <li>• 3,000+ clicks</li> </ul>
FY19	<b>Indian Country Guidebook Promotion</b> Facebook campaign to drive traffic to the Indian Country Guidebook. Video ad.	<ul style="list-style-type: none"> <li>• million impressions</li> <li>• 17,000+ guidebook views</li> </ul>
FY19	<b>Facebook Awareness Campaign</b> Ran video and carousel unit ads.	<ul style="list-style-type: none"> <li>• 3 million+ impressions</li> <li>• 5,000+ clicks</li> </ul>
FY19	<b>Joint Venture Campaign – Parents Magazine</b> Advertorial ad included in Parents guidebook April issue.	<ul style="list-style-type: none"> <li>• Circulation of 600,000</li> </ul>
FY19	<b>Eastern Montana Initiative</b> Indian Country featured prominently in Eastern Montana marketing materials	<ul style="list-style-type: none"> <li>• 30 million+ impressions</li> </ul>
FY20	<b>Joint Venture Campaign – Digital</b> Banner ad campaign with Sojern	<ul style="list-style-type: none"> <li>• 4 million guaranteed impressions</li> </ul>
FY20	<b>Joint Venture Campaign – Parents Magazine</b> Advertorial ad included in Parents guidebook April issue.	<ul style="list-style-type: none"> <li>• Circulation of 600,000</li> </ul>
FY20	<b>Dallas Outdoor Program</b> 8-week program; 10 digital billboards; part of a larger direct flight campaign	<ul style="list-style-type: none"> <li>• 4.5 million+ impressions</li> </ul>
FY20	<b>Smithsonian Digital Promotion</b> Two videos, two articles, and 100-150 photography assets	<ul style="list-style-type: none"> <li>• 370.4k guaranteed impressions</li> <li>• 1.43 million estimated impressions</li> </ul>